

Raising Public Awareness and Participation Through Education and Outreach

A significant factor toward long-term CCMP effectiveness is the ability to increase public awareness of and participation in day-to-day activities designed to protect LIS. Educating LIS watershed residents and increasing the number of people that take an active interest in protecting and restoring the Sound helps to nurture long-term stewardship ideals in local communities. As the Sound is restored to a healthier state, public support based on these ideals will help ensure continued progress.

CCMP Strategy:

The CCMP public awareness and outreach strategy identifies six major elements: 1) increasing community awareness and stewardship; 2) promoting understanding; 3) facilitating public participation; 4) increasing communication and cooperation; 5) enhancing education at all levels; and 6) securing funding.

Environmental Indicators/Results/Trends

Changing human behavior to improve the environment is an inherent goal of any environmental education and public outreach program. While it is difficult, at best, to estimate the direct effects of these programs on the population, several indirect indicators can be used. Demand for information on the health of the Sound is increasing from students, educators, researchers, managers, and the public. More than 470,000 copies of the LISS report, *Sound Health 2001* were printed and distributed to the public. The LISS world wide website has grown in the number of site visits over the last several years to more than 106,750 in 2001. Due to popular demand, the LISS reprinted thousands of copies of its successful poster series that highlight efforts to control nonpoint source pollution from pet waste, car washing, fertilizing, and oil leaks. The LISS Small Grants program continues to receive more applications for projects than it can fund; these education and outreach projects have completed important environmental work valued far in excess of their cost. Several Small Grants projects such as the nonpoint source posters were modeled and replicated for Soundwide distribution and use.

2001 Highlights:

- In 2001, LISS outreach and education program staff responded to 220 information requests, developed and staffed displays at 12 public events that reached over 20,500 people; and provided 18 presentations to combined audiences of 250 attendees.
- The LISS outreach and education program developed and distributed three issues of the LISS newsletter UPDATE in 2001: 1) *LIS Citizens Summit*; 2) *LIS Recreation*; and 3) *LIS Plants & Animals*. The UPDATE newsletter covers timely LIS topics with a circulation of more than 4,000. Three issues of the publication Sound Outlook were issued in March, June and October 2001 by CTDEP.
- In 2001, the LISS world wide web page continued to be one of the most popular sites on the EPA Region I host server, with more than 106,750 "hits." The LISS site includes fact sheets, slide shows, newsletters, LIS links, and key federal and state LIS personnel contact information. In 2001 the LISS added its suite of 43 environmental indicators developed for the Sound Health 2001 report. The LISS web page address is: <http://www.epa.gov/region01/eco/lis>.
- The *Sound Health 2001* environmental indicators report was printed and distributed in seven coastal newspapers in New York and Connecticut reaching more than 450,000 households. The report was posted on the LISS website and expanded to include a suite of 43 indicators of the health of the Sound. The LISS developed a new one-page fact sheet based on the report for distribution to public service organizations, media, and legislators.

- The LISS developed and produced two public service promotional products with the LISS message, “*If It Goes On the Ground, It Goes In the Sound.*” Thousands of six-inch rulers and rubber fish-shaped jar grips with this message and the LISS logo were distributed to the public at fairs, displays and other educational events in 2001.
- As of November 2001, the CTDEP Long Island Sound License Plate Fund sold 112,929 CT LIS license plates; raised more than \$3.9 million and funded 204 projects to improve the Sound. The LIS license plate fund supports projects in the areas of education, public access to the shoreline, habitat restoration, and research. In 2001 the Fund awarded \$90,000 in grants for education projects, including production and airing of a five-part radio series *A Living Sound* on CT Public Broadcasting, and funded production of signs and brochures for a greenway along the Naugatuck River.
- LISS outreach and education staff conducted or supported many workshops, seminars, symposia, and conferences on LIS issues in various locations throughout the LIS area during 2001. Included are meetings on the Nitrogen General Permit and Credit Exchange in Connecticut, and an Earth Day 2001 informational display at the Mashantucket Pequot Museum and Research Center in Connecticut.
- Through 2001, the LISS public information and education Small Grants Program has funded 73 educational, informational, and habitat restoration projects totalling over \$276,000. These projects assisted hundreds of teachers and thousands of school children, and produced over 20,000 pieces of LIS literature. In 2001, the LISS Small Grants program funded 15 local community environmental education projects in New York and Connecticut totalling \$54,000.
- In 2001, the New York Nonpoint Education for Municipal Officials (NEMO) program office in Stony Brook worked with the Hempstead Harbor and Manhasset Bay Protection Committees to brief local boards and commissions and conducted nonpoint source management workshops for municipal officials in those communities.
- The Westchester County Department of Planning continued to distribute educational materials for Long Island Sound: the set of four nonpoint source pollution posters, set of six water quality fact sheets, and *Sound Advice*. Department staff gave presentations at two conferences and one training workshop and worked with six grade schools to further their environmental curricula in 2001.



SUMMARY OF MANAGEMENT ACTIONS: PUBLIC INVOLVEMENT AND EDUCATION

E-1. COMMUNITY AWARENESS AND STEWARDSHIP (CCMP TABLE 51, P.146)

Key Elements: The CCMP emphasized existing, and enhanced public involvement and education programs at local, regional and national levels to promote understanding and management of LIS. The development of informational materials for specific audiences including printed materials, public exhibits, educational curricula, and research programs were identified as primary outreach and education mechanisms.

Description	2002 Planned Action
CTDEP held two workshops in Guilford and Milford, geared toward municipal land use decision makers in coastal communities. A Connecticut Coastal Management Manual produced by CTDEP was made available to participants. A data-based presentation was given that focused on CT's coastal resources and guidance in utilizing existing tools to assist in improved land use decisions.	In addition to more sessions planned in coastal towns, workshops for non-coastal 6217 towns will be developed and conducted.
The first LISS environmental indicators report on the health of Long Island Sound -- SoundHealth 2001 was inserted into 470,000 newspapers around Long Island Sound. The report summarized data gathered for 19 environmental, human health, ecological, and natural resource indicators of the health of the Sound over a 15 year period. LISS communications staff developed a web-based expanded version of the report that provided data on 43 indicators. Staff also developed a Sound Health fact sheet highlighting the successes and challenges for the future that will be distributed to legislators and media as needed.	Produce a number of updated fact sheets based on information produced in the Sound Health 2001 Report.
LISS outreach staff provided over 1,000 copies of Sound Health 2001 to two CT DEP facilities for distribution to the public. (DEP Marine Headquarters and Hammonasset State Park)	
The LISS produced a third printing of the series of 4 nonpoint source public educational posters and continued to distribute them at various venues.	Continue to distribute posters and explore other venues for the nonpoint source messages.
CTDEP staff organized and held a series of public informational meetings in Norwich, Norwalk, and Hartford, CT on the Nitrogen General Permit and proposed Nitrogen Credit Exchange program in its implementation of the LIS TMDL. CTDEP produced a series of fact sheets and a FAQ (Frequently Asked Questions) on the TMDL and proposed Credit Exchange Program. The fact sheets have been posted on the CT DEP web site.	
<p>The LISS Outreach Program:</p> <ul style="list-style-type: none"> -responded to 220 information requests, developed and staffed displays at 12 events that reached over 20,500 people; and provided 7 presentations to a combined audience of over 100. -gave LIS presentations to two elementary, six high school, and three college classes informing over 250 students about LIS issues, concerns, and ecosystem value. -gave an overview of LISS outreach products at a Nonpoint Source Communications Workshop sponsored by NEIWPCC and 2 Sound Health presentations to a combined audience of 50. -published <i>UPDATE</i> newsletters focusing on: LISWA Citizens Summit, Recreational Activities in LIS, and Plants and Animals of LIS. -produced and distributed three issues of the LIS newsletter <i>Sound Outlook</i> to a circulation of over 2,500. 	Staff will continue to respond to requests for information, provide presentations, staff displays at events, and publish the newsletter and other pertinent materials.
The LISS Management Committee approved 2001 funds to support the 2002 Long Island Sound environmental educators conference. Staff participated in planning sessions in 2001 to prepare for the conference, scheduled for Spring 2002.	Planning for the LIS 2002 Educators Conference is underway. LISS outreach staff will continue to participate in LIS Educators meetings organized by Save the Sound and held quarterly at various locations around the Sound.

The LIS Research Conference was held in November 2000 in cooperation with the Connecticut Sea Grant College Program, the LIS Foundation, the LIS Councils and Assembly and the New York Sea Grant Institute. The conference addressed historical trends in LIS; non-point source pollution; marine ecosystems; diseases and pathobiology; sediment forms and monitoring; water quality and nutrients and algae. Over 150 people attended the 2 day session at UCONN's Stamford campus. LISS outreach staff supported planning for the 2002 conference in 2001.	Planning for the 2002 research conference is underway.
NY Sea Grant hired a student intern from SUNY Stony Brook to assist with the LISS Small Grants program through funding provided by NYSDEC.	NY Sea Grant plans to hire a another student to continue assisting with the small grants.
The LIS Habitat Restoration Initiative Team developed the first set of technical documents to support implementation of the LISS Habitat Restoration Initiative. The manual contains technical reports on tidal wetlands, submerged aquatic vegetation, riverine migratory corridors, fresh water wetlands, and grasslands. A newly- revised Restoration Sites map has also been developed.	Planning for the production of the remaining technical reports is underway.
LISS and its partners sponsored the 11 th Annual Long Island Sound Summit that focused on the State of the Sound, LIS 2001 Agreement, and LIS Reserve. The two-day Summit was held at the NY Botanical Garden, Bronx, NY, and was attended by more than 150 people.	Planning for the 12 th Annual LIS Summit is underway.
The LISS produced three outreach products - refrigerator magnets, rulers, and jar grips - promoting the LISS and its web site.	Continue to design and distribute outreach products promoting stewardship and environmental awareness.

E-2. PROMOTING UNDERSTANDING (CCMP TABLE 52, P.147)

Key Elements: An important component of the Public Involvement and Education priority of the CCMP is keeping the partner agencies and municipalities informed and abreast of LIS issues. It was the intent of the CCMP to have the states of Connecticut and New York incorporate LIS information into all related programs wherever possible. All coastal municipalities are to be provided with information on CCMP implementation and how it would affect their cities and towns. Additionally, the partners are to provide briefings to user groups and assess and support opportunities for training and educating the environmental decision making community and regulated community on LISS CCMP actions.

Description	2002 Planned Action
CTDEP LISS Outreach staff continued as contributing editor for the CTDEP newsletter <i>Sound Outlook</i> , the a Long Island Sound newsletter. This newsletter is a cooperative effort between the Coastal Zone Management and National Estuary Programs at the state level. <i>Sound Outlook</i> has a circulation of 2,300 and in the year 2000 was made available on the DEP web site. Staff contributed seven articles (Long Island Sound Study will Introduce First State of the Sound Report", "The Long Island Sound Estuary", "What Benefits the Naugatuck Benefits the Sound", "White Sands Beach Salt Marsh - Non-Point Source Pollution Success Story", "Falling from the Sky", "Barrier Beach", and "Long Island Sound TMDL Approved"), data and information for three regular features, and assisted editing other articles.	Continue to publish <i>Sound Outlook</i> and cooperate with the LISS newsletter <i>UPDATE</i> .
NYSDEC and the LISS provided support for the creation of a LI NEMO (Nonpoint Education for Municipal Officials) coordinator housed at the NY Sea Grant offices in Stony Brook. The coordinator was hired in May 2000 to work with the Hempstead Harbor and Manhasset Bay Protection Committees. Staff has introduced NEMO at over a dozen watershed protection committee and municipal board meetings. Two NY NEMO basic workshops were provided for municipal officials and staff in the Hempstead Harbor and Manhasset Bay watersheds.	Continue the LI NEMO with expansion to other coastal communities and expand into Westchester County. Develop "follow up" workshops and continue to provide "basic" workshops in Hempstead Harbor and Manhasset Bay watersheds

<p>The LISS issued a number of press releases:</p> <p>"Long Island Sound Study Funds Community Projects for the Eighth Year"</p> <p>"Long Island Sound Study Offers \$5,000 Grants and Two Grant Writing Workshops"</p> <p>"EPA, Connecticut Sea Grant, and New York Sea Grant Partner to Support Research on Long Island Sound"</p> <p>"EPA Takes Action to Control Nitrogen Pollution in Long Island Sound"</p> <p>"Long Island Sound Study Report Highlights Improvements in the Health of Long Island Sound"</p> <p>"The State of the Sound and Long Island Sound Reserve Concept Focus of Eleventh Annual Long Island Sound Summit"</p>	<p>Continue to issue press releases as needed.</p>
<p>The LISS website at http://www.epa.gov/region01/eco/lis was one of the most visited sites on the EPA Region I server, with more than 106,750 hits in 2001.</p>	<p>Staff will work with the web contractor to update the web site during 2002.</p>
<p>The LISS developed a series of Public Service Announcements (PSA) highlighting changes in human activities that can help reduce nonpoint source pollution. The PSAs were sent to all media contacts to promote awareness about LIS issues.</p>	<p>Production of another set of PSAs to be sent to the media is underway.</p>

E-3. FACILITATING PUBLIC PARTICIPATION (CCMP TABLE 53, P.148)

Key Elements: The intent of the CCMP in terms of public participation is that "the public must be involved in setting policy for the Sound . . . as well as participating in the cleanup of the Sound through hands-on activities". The LISS partners are to provide financial and technical support for such activities as beach cleanups, habitat restoration projects, and storm drain stenciling. The EPA and states of Connecticut and New York are to promote citizen involvement in educational and volunteer monitoring activities in and around the Sound and providing technical assistance as needed.

Description	2002 Planned Action
<p>The LIS CAC met quarterly in 2001 to identify and address issues concerning LIS and the CCMP.</p>	<p>Quarterly meetings are planned for 2002.</p>
<p>The LISS funded 15 small grants projects in 2001. For example, Westchester County Department of Planning and Fort Saybrook Monument Park Association produced and installed habitat signs, and Long Island University studied Diamond Back Terrapins in Oyster Bay.</p>	<p>LISS Small Grants funded 12 projects for FY 2002.</p>
<p>Sea Grant distributed 15 stencils to 2 groups.</p>	<p>New York Sea Grant will continue to distribute the brochures and stencils to interested groups.</p>

E-4. INCREASE COMMUNICATION AND COOPERATION (CCMP TABLE 54, P.150)

Key Elements: The CCMP commissioned the EPA and the states of Connecticut and New York, in combination with a Management Conference public outreach workgroup, to help coordinate ongoing governmental and non-governmental public outreach efforts. During the CCMP implementation phase, and thereafter, the partners are to encourage private and non-profit groups to continue to develop and implement LIS educational and outreach programs.

Description	2002 Planned Action
<p>CTDEP LISS Outreach staff continued to provide technical information and resources (about LIS and LISS CCMP actions) to CTDEP agency staff and to other state and federal agency partners to facilitate cooperation and outreach with each other and the public at large.</p>	<p>Continue to provide information and resources to state and federal agency staff.</p>
<p>LISS outreach staff participated in the EMPACT meetings to discuss opportunities for outreach activities.</p>	<p>Staff will continue to attend EMPACT meetings.</p>

E-5. ENHANCE EDUCATION AT ALL LEVELS (CCMP TABLE 55, P.151)

Key Elements: A key objective for the LISS involvement and education program is to develop, among the citizens of CT and NY, a long-term sense of environmental appreciation for and understanding of the Sound by enhancing educational opportunities at all age levels. The States of Connecticut and New York are to work with appropriate school districts in their respective states to develop Long Island Sound educational materials to integrate into existing primary and secondary school curricula. The partners are to encourage natural history museums and nature centers to promote LIS issues within their programs and provide support for teacher training and workshops integrating LIS issues.

Description	2002 Planned Action
The CTDEP Long Island Sound License Plate Fund awarded over \$90,000 in grants for education projects in 2001. In September 2001, CT DEP also awarded an additional \$250,000 education grant to an educational endowment to The Community Foundation of Greater New Haven for educational and research programs at Outer Island oriented toward the environmental study of Long Island Sound. Connecticut State University System (CSU) will be responsible for organizing instructional, research, and outreach programs about Outer Island for its own students as well as for elementary and secondary schools, other universities, environmental organizations, and interested groups.	Continue to promote the LIS Fund grant program and facilitate education and outreach projects.
NY Sea Grant is a member of the Executive board for NYS Marine Education Association. Staff distributes new LISS materials to members and keeps them informed of LISS activities. Staff assists with the planning of the annual conference.	Staff will continue as a board member and distribute information. Staff will also assist with the organization of the yearly conference held at Southampton College May 31 through June 2, 2002.
NY Sea Grant planned to conduct two grant small grants writing workshops to help prepare potential applicants for the LISS Small Grants program; one each in CT and NY. Unfortunately the events of 9/11 cancelled the NY workshop.	Staff will hold two grant writing workshops once the 2003 small grants call is announced.

E-6. SECURE FUNDING (CCMP TABLE 56, P.152)

Key Elements: Connecticut, New York and the EPA are to publicize grant opportunities whenever possible and to encourage all organizations associated with the public involvement and education effort, both governmental and non-governmental, to take advantage of the various grant programs available that provide funding for educational activities and products. Private sector funding should also be sought when and wherever possible and identify other grant programs for which LIS projects would be eligible.

Description	2002 Planned Action
The CTDEP Long Island Sound Research Fund distributed more than \$176,000 for projects that enhanced education and outreach and facilitated public involvement in research and habitat restoration.	
Since the inception of the LIS Small Grants Program, the LISS has provided funds for 73 projects totaling over \$276,000. These projects assisted hundreds of teachers and thousands of school children, and produced over 20,000 pieces of literature. In 2001, the LISS provided grant funds totaling \$70,000, with additional money from NYSDEC for 15 local community environmental projects in CT and NY and the hiring of a student intern.	12 projects will be underway in 2002. The call for proposals for 2003 will be issued in Summer 2002.
LISS staff made available information and announcements from a number of grant programs sponsored by Federal or state agencies, including NOAA, USFWS, EPA research and regional or special educational grant programs, NYS Clean Air/Clean Water Bond Act, and CT License Plate/Clean Water Fund.	